

Message Text

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ACTION EUR-12

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AMEMBASSY BUDHAREST
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AMEMBASSY SOFIA
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E.O. 11652: N/A
TAGS: BEXP PL
SUBJ: GARMENT PRODUCTION EQUIPMENT TSS

REF: USDOC 1961

1. WE HAVE DIFFICULTY IN ASSESSING THE POTENTIAL SUCCESS OF THIS TSS FOR POLAND.
2. ON THE ONE HAND, MARKETING INFORMATION OF A GENERAL NATURE, RECEIVED FROM THE POLISH CHAMBER OF FOREIGN TRADE AND VISITING BUSINESSMEN, SUGGESTS THAT PROSPECTS FOR SALES OF SIZEABLE AMOUNTS TO THIS INDUSTRY FOR THE NEXT TWO TO THREE YEARS ARE NOT PROMISING. SUBSTANTIAL INVESTMENT IN EQUIPMENT IN THE RECENT PAST HAS ALREADY GIVEN THE POLES A FAIRLY HIGH DEGREE OF SOPHISTICATION IN TEXTILE AND GARMENT PRODUCTION. U.S. FIRMS DID NOT PLAY AN IMPORTANT ROLE IN SALES DURING THIS PERIOD. ALSO, SINCE THE POTENTIAL FOR GROWTH IN TEXTILE EXPORTS IS SEEN BY THE POLES AS LIMITED FOR THE NEAR FUTURE, MORE INVESTMENT IN PLANT AND EQUIPMENT IS NOT EXPECTED ON ANY SIGNIFICANT SCALE.
3. ON THE OTHER HAND, MR. ANTONI TURBINSKI, DIRECTOR OF THE

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DEPARTMENT OF TECHNOLOGY OF THE MINISTRY OF LIGHT INDUSTRY, TOLD US RECENTLY THE MINISTRY WOULD BE GLAD TO PARTICIPATE IN THIS TSS. HE SAID THAT BECAUSE SINGER HAS BEEN UNABLE TO MEET THEIR REQUIREMENTS, THE POLES ARE STILL LOOKING FOR SEWING MACHINES FOR INDUSTRIAL USE, MACHINERY FOR CUTTING GARMENT CLOTHS, AND SEWING MACHINES FOR THE LEATHER INDUSTRY, PARTICULARLY FOR SHOES.

4. ALTHOUGH MR. TURBINSKI SAID THERE ARE GOOD PROSPECTS FOR DOING BUSINESS IN POLAND, WE ARE NOT SURE THAT OTHER FIRMS CAN MEET POLISH REQUIREMENTS IF A COMPANY SUCH AS SINGER CANNOT. FURTHERMORE, IT IS A FAIRLY NORMAL REACTION FROM THE POLISH MINISTRIES TO SAY THEY ARE INTERESTED IN A TSS IN ORDER TO SEE WHAT IS AVAILABLE.

5. AT THIS POINT, WE BELIEVE THIS TSS WILL BE ONLY marginally SUCCESSFUL AND SHOULD NOT BE HIGH ON THE LIST OF USDOC PRIORITIES FOR TSS'S FOR POLAND THIS YEAR. ALTERNATIVELY, IT MIGHT BE BETTER TO PASS ON MR. TURBINSKI'S "WANT LIST" TO SPECIFIC U.S. FIRMS IN THE FORM OF TRADE OPPORTUNITIES AND ALLOW THESE FIRMS TO FOLLOWUP INDIVIDUALLY.

6. REGARDING TIMING, IT WOULD NOT BE CONVENIENT FOR US TO RECEIVE THIS TSS IN OCTOBER. WE ALREADY HAVE A TSS SCHEDULED FOR THE SECOND-HALF OF SEPTEMBER (COMMUNICATIONS) AND THE STRONG POSSIBILITY OF ANOTHER ON PLASTICS IN OCTOBER. IF USDOC DECIDES TO BRING THIS SEMINAR TO POLAND, THE EARLIEST WE COULD CONVENIENTLY RECEIVE IT WOULD BE NOVEMBER. EVEN THEN, THE SCHEDULING WOULD BE TIGHT, AND WE WOULD HAVE LITTLE FLEXIBILITY FOR SUPPORTING OTHER EVENTS IN THE MEANTIME.

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